

RPO Case Study: Fulfilling Hiring Needs for a New Beverage Production Plant

Challenge

A beverage production company needed to fill 90+ hourly and salary roles at a new plant in Nevada. With little knowledge of the local hiring market, a target opening date just 11 months away, and a 6+ month out-of-state training schedule, the company needed a strategic recruiting plan—fast.

Action Plan

The company chose to partner with Advantage xPO, a strategic staffing solutions provider, to assist with their recruitment efforts. The team worked quickly to create a plan that included:

- Identifying the locations to host hiring events
- Working with Indeed to host hiring events in two communities
- Establishing an Indeed-sponsored campaign to promote 50+ roles
- Distributing fliers to build brand recognition
- Promoting hiring events on local Facebook Groups
- Partnering with local organizations, including the Chamber of Commerce, a statewide career force center, libraries, trade schools, universities, and churches

Results

The client was thrilled with Advantage xPO's execution and the results they provided. Nearly 250 people attended the two hiring events. In less than two months, 80% of the roles had accepted offers and 73 people had begun training.

- Streamlined hiring process and provided a visual demonstration of job requirements
- Established effective hiring, onboarding, and orientation process to improve retention
- Exceeded client's output threshold (per hour) expectations



Hiring event attendees



Accepted offers



New employees in training